

Asia Pacific Social Marketing Conference 2026

Draft Program



THE UNIVERSITY OF
**WESTERN
AUSTRALIA**



	Wednesday 21 October Day 1	Thursday 22 October Day 2	Friday 23 October Day 3
8.00am - 9.00am	Registration	Registration	Registration
9.00am - 10.30am	8.45am-9.15am Welcome to Country and Smoking Ceremony on the Swan River 9.15am-9.45am Welcomes from AASM President, Co-Chairs, Deputy Dean Business School, Senator, CSI Director 9.45am-10.45am Keynote: Choosing the Right Behaviour: Applying Behavioural Science and Social Marketing for Greater Impact <i>Dr Doug Mackenzie-Mohr</i>	Session 1C: Market Ethics, Social Justice, and Responsible Consumption Session 2C: Social Media, Trust, and Digital Behaviour Change	Rethinking social change through Indigenous ways of knowing: Perspectives from Aotearoa New Zealand and Australia <i>Dr Megan Phillips</i> <i>Dr Jessica Harris</i> Designing AI Agents for Social Impact: From Social Challenges to Responsible AI Interventions (Part 1) <i>Associate Professor Vidyasagar Potdar</i> <i>Associate Professor Aarti Saini</i>
10.30am - 11.00am	10.45am-11.15am Morning tea	Morning tea	Morning Tea
11.00am - 12.30pm	11.15am-12.15pm Keynote: Beyond good intentions: behavioural science, social marketing, and the future of social impact <i>Joni Avram</i>	Session 3A: Policy, Regulation, and Governance Frameworks Session 4A: Values, Persuasion, and Sustainable Consumption Theory	From insight to intervention: using behavioural science and social marketing to build programs that work <i>Joni Avram</i> Designing AI Agents for Social Impact: From Social Challenges to Responsible AI Interventions (Part 2) <i>Associate Professor Vidyasagar Potdar</i> <i>Associate Professor Aarti Saini</i>
12.30pm - 1.30 pm	Lunch	Lunch	Lunch
1.30pm - 3.00pm	Session 1A: Inclusion, Equity, and Accessible Design Session 2A: AI Governance, Ethics, and Consumer Wellbeing	Session 3B: Service Ecosystems, Sustainability Systems, and Net-Zero Transitions Session 6A: Youth Health, Substance Use, and Risky Behaviours	PANEL: How social-marketing evidence can translate into actionable policy <i>Professor Rebekah Russell-Bennett Senator Fatima Payman Dr Brad Pettitt MLC Katherine Parkinson Adam Hort MLA (TBC) Luke van der Beeke</i> Big Data for Social Impact <i>Dr Emma Joenpolvi</i>
3.00pm - 3.30pm	Afternoon tea	Afternoon tea	Afternoon Tea
3.30pm - 5.00pm	Session 1B: Indigenous Knowledge, Cultural Practice, and the Global South Session 2B: Generative AI, Digital Literacy, and Algorithmic Influence	Session 5A: Co-Design, Community Practice, and International Knowledge Translation Session 6B: Health Promotion Across the Life Course	Session 6C: Behaviour Change, Lived Experience, and Vulnerable Populations Marketing for Social Impact - EMCR Workshop <i>Dr Nadia Zainuddin</i> <i>Dr Sommer Kapitan</i> <i>Dr Aziemah Othman</i>
4.00pm - 5.00pm		AASM AGM	
Evening	Welcome Reception and Networking @ Bayside Kitchen 5.30pm-7.30pm	Casual Sundowner @ Marketing Deck, Level 2 UWA Business School 5pm-6pm	Gala Awards Dinner @ Doubletree by Hilton Perth Waterfront 6.30pm-11pm